



# Harvest News

**ADIRONDACK HARVEST**

*In coordination with Cornell Cooperative Extension of Essex County Summer 2009*

*"We envision a picturesque and productive working landscape connecting local farmers to their communities and regional markets. Our goals are to increase opportunities for profitable and sustainable production and sale of high quality food and agricultural products; and to expand consumer choices for locally produced healthy food."*

## ***Coordinator's Report***

*by Laurie Davis*

We're in the very heart of summer and I'm sure many of you are finding this to be a particularly challenging season. I'll be anxious to hear reports from you this fall as to whether the economy, the weather, and/or the pathogens have affected your business.

I hope that you are escaping, unscathed, from the late blight epidemic—that dreaded fungus. I know that here in Essex County we are under siege! Dozens of cases are being confirmed each week at Cornell Cooperative Extension and the forecast for decent crops of local tomatoes and potatoes looks grim. The good news is that the fungus shouldn't survive our northern winter. Nevertheless, our hearts go out to the many growers who have lost major cash crops.

Currently I'm up to my ears in legal forms as Adirondack Harvest prepares to submit an application for 501c3 (tax exempt) status. This will complete our requirements for fulfillment of the Spaulding-Paolozzi grant.

Any questions? Call or email me anytime!

## ***Calling All Produce Farmers: Get Help Evaluating Your Markets***

As a farmer, you spend many hours picking, washing, and packing your produce in preparation for market. When everything is finally loaded in the truck, your produce may be distributed to many places—the supermarket, the farmers' market, restaurants, CSA members, etc. Throughout this time and labor intensive process, do you find yourself wondering which marketing outlet is actually the most lucrative? When the cash comes in, have you ever evaluated factors such as the price you receive, volume you sell, time commitment, etc. for each marketing channel?

A simple new tool is available for small and mid-sized farms to help you evaluate the profit from different marketing channels. The tool was recently developed by a group of agriculture marketing specialists at Cornell University to aid farms in channel selection and to create 'benchmarks' for produce farmers in New York.

If you are a small to mid-sized farm, we invite you to participate using this tool for a



one week period. You agree to fill out a simple activity log each day documenting the time you spend on harvest and market preparation. In return, Cornell marketing specialist Matt LeRoux will analyze your data to determine your best performing channels and optimum channel combination. In addition, the data will be kept confidential and used to create 'benchmarks' to help guide other farmers in NY.

Meticulous record keeping can be the most cumbersome part of farming, and yet, can tell you the most important information about your business. To participate in this opportunity, contact Matt at CCE of Tompkins Cty. 607-272-2292 or [mnl28@cornell.edu](mailto:mnl28@cornell.edu)

# Clinton County Grape Grower Wins Awards

## CONGRATULATIONS TO RICHARD LAMOY!

By Kevin Iungerman,  
Extension Associate

Cornell Northeastern NY Commercial Fruit Program

Richard Lamoy, a regional grape grower and wine maker in Morrisonville NY (just west and south of Plattsburgh - away from Lake Champlain) was a bit overwhelmed when he learned that he had won medals for 6 of 8 entries he had submitted to the WineMaker Magazine Contest. Most of his wines were made from North Country grown grapes and were of the newer cold hardy grapes Richard has become familiar with from the Willsboro grape trial and also his own young vineyard.

Yes Virginia, you can make good wines from grapes grown right here in a cold clime - you need not resort to grapes and/or juice spirited in from other locales and confuse consumers about what is a local wine. Local: from the soil to the palate!

This WineMaker contest is reputed to be the largest amateur contest in the world. This year it had nearly 5000 entries. As Richard said "It should show that we can produce good wine from these grapes!" The results for his wines are as follows:

### Gold

Mosti Mondiale Renaissance Amarone 2007 - (This was from a Kit Wine - his only non-local wine.)

LaCrescent (French Hybrid White) 2007 - 100% LaCrescent



Grapes at the Cornell Willsboro Research Farm



### Silver

Petite Amie (French Hybrid White) 2007 - 85% Petite Amie and 15% LaCrescent

Adalmiina (ES6-16-30)(French Hybrid White) 2007 - 75% ES6-16-30, 25% LaCrescent

St. Pepin (French Hybrid White) 2007 - 75% St. Pepin, 10% LaCrescent, 15% Adalmiina

### Bronze

Leon Millot (French Hybrid Red) 2007 - 100% Leon Millot

Richard exclaimed that the results were "better than (he) had ever expected!" As to the whites outshining the reds, he thinks his 2008 Leon Millot is much better than the 2007 but he didn't feel it was ready to enter in this round. A thumbs up for LaCrescent which he found to be "very versatile", blending it into every winning white wine. The three white silvers were all considered varietals because he maintained at least 75% of the main varietal.

Obviously, Richard was pleased, and as he said: "Now I have a few medals to help advertise" when he goes forward with his winery license!

Left, Richard Lamoy tending raspberry plants at the Cornell Willsboro Research Farm

# Adirondack Harvest Chapter News

## St. Lawrence Chapter Update

The St. Lawrence County chapter of Adirondack Harvest is sponsoring a farmers' market as part of the Gouverneur-St. Lawrence County Fair, August 5-8. Food and farm vendors are invited to set up one or multiple days as part of the fair activities.

Also Adirondack Harvest will have a booth at the Ogdensburg Food Wine and Beer Festival. County Meadows and Windy Ridge Dairies will be selling their products during the day on Saturday, August 8th. Contact Brian Bennett, Bittersweet Farm 315-344-0443 or Katherine Lang, CCE SLC 315-379-9192 for more information and if any chapter members are interested in helping to plan Harvest Week activities, specifically hosting farm tours (September 12-20).

## Southern Chapter Update

This Chapter Representative has been very busy representing Adirondack Harvest on many levels this growing season .

In March I attended a Farmers Market Managers Conference in Schenectady sponsored by the Farmers Market Federation of New York, where I had the opportunity to set up a display and give a brief presentation.

In May, Laurie Davis, Adirondack Harvest coordinator, was the guest speaker at the 25<sup>th</sup> Annual Spring Lecture and Annual Meeting of

Warrensburgh Beautification held at the Glen Lodge. The event was free and open to the public. Also, in May, I recruited "Top of the World" in Lake George to join our membership. They have a 1000 square foot greenhouse and grow over ninety varieties of fruits and vegetables, a CSA and serve all locally grown and raised products in their Farmhouse Restaurant.

In June, Adirondack Harvest received an Award of Appreciation for an educational exhibit at the Lake George Community Garden Club's Standard Flower Show entitled "Ferns & Friends".

All season long at the Warrensburgh Riverfront Farmer's Market I have set up displays and had information available on what a vital role the organization plays in helping to support and promote local farmers and their relationships with farmers' markets, restaurants and schools, to provide networking opportunities and create special events like festivals, farm tours, and harvest dinners. I have assisted with new market startups in our surrounding communities and have assumed additional responsibilities on the board. I have assisted local farmers signing up for the Farmers' Market Nutrition Program sponsored by the NYS Department of Agriculture and Markets, and have sought grant opportunities to assist with various areas of promotion for

(Continued on page 4)

## Essex County Chapter

Contact Dave Johnston at 962-2350 or [dacymeadowfarm@yahoo.com](mailto:dacymeadowfarm@yahoo.com) to participate in the Essex County chapter.

## Jefferson County Chapter

Contact Gail Millard at 315-788-2966 or [littlem4@verizon.net](mailto:littlem4@verizon.net) to participate in the Jefferson County chapter.

## Lewis County Chapter

Contact Dolores DeSalvo at 315-376-5270 or [dbd6@cornell.edu](mailto:dbd6@cornell.edu) to participate in the Lewis County chapter (also covers Oneida Cty).

## St. Lawrence County Chapter

Contact Brian Bennett at 315-344-0443 or [anmb@localnet.com](mailto:anmb@localnet.com) to participate in the St. Lawrence County chapter.

## Franklin County Chapter

Contact Roger Hastings at 518-529-6665 or [HastingsSheep@gmail.com](mailto:HastingsSheep@gmail.com) to participate in the Franklin County chapter.

## Clinton County Chapter

Contact Pam Mills at 518-493-2637 to participate in the Clinton County chapter.

## Southern Chapter (Hamilton, Warren, Fulton, Herkimer, Saratoga & Washington Counties)

Contact Teresa Whalen at 518-466-5497 or [taawhalen@yahoo.com](mailto:taawhalen@yahoo.com) to participate in the Southern chapter.

Unless otherwise noted, all articles in the Harvest News are written by Laurie Davis, Adirondack Harvest Coordinator. Contact her at 962-4810 x404 or [lsd22@cornell.edu](mailto:lsd22@cornell.edu) for submissions to upcoming quarterly newsletters.

## Adirondack Harvest Chapter News, cont.

*(Continued from page 3)*

farmers' markets, the county fair and other agricultural related events.

The level of awareness to buy local is growing exponentially and the number and size of farmers and markets in our chapter is steadily increasing.

We look forward to our second annual Thurman Farm Festival, Columbus Day Weekend, October 10 & 11 and Warrensburgh Riverfront Harvest Dinner, Columbus Day, October 12. The dinner will once again be hosted by The Grist Mill on the Schroon Limited featuring all local food and wine.

Please contact me, Teresa Whalen, with news, membership inquiries or for further event information (see page 3 for contact information).

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### Essex County Chapter

Our chapter has undergone a transfer of leadership. After years of dedicated service as head of the Essex County chapter, Rob Hastings of Rivermede Farm has stepped down so he can focus more fully on his ever expanding farm and new farmstore.

We welcome new representative (and thus new board member) Dave Johnston of DaCy Meadow Farm in Westport. Dave and his wife Cynthia have recently constructed a beautiful farmstand and livestock buildings along Rt. 9. Their farmstand features Adirondack



Harvest products and the couple has periodic events with music and local food. They've been great supporters of our organization and we look forward to working with Dave!

We've just completed a local food guide (see page 10) which required many days of calling our members to see who was still in business. It was a great opportunity to update our membership files. The local food guide also included Clinton, Warren and the tip of Washington counties and was funded by a Champlain Valley Quadricentennial grant. We would like to note that a serious omission was found. Huestis' Vegetable Stand in Ticonderoga was inadvertently left off the list. We apologize for this error and plan to feature some of the Huestis' produce at our "Taste of the Adirondack" booth at the Essex County Fair, August 12-18.

Other work has been done in Essex County to benefit the entire organization. We

compiled a list of farmers markets in our region which has been updated several times and is currently being distributed by all the counties.

Laurie has also been assisting with the organization of the regional gift boxes currently being administered by the New York State Small Food Processors Association. We've finally pulled everything together—with loads of help from Rob Hastings—and the gift boxes are ready to be sold. Rob is the official shipper for our region. Hopefully this will generate some publicity for the members who are participating.

The Essex County chapter is preparing for the annual Harvest Festival week. We are looking for ideas and would welcome your suggestions. Several members have already requested to be part of the traditional farm tours. If you would like to participate in planning please contact Laurie Davis, 518-962-4810 x 404 or lsd22@cornell.edu.

## It Takes a Village . . .

# The First Year of an Adirondack Community Garden

*By Carol S. Rupprecht, Ph.D.  
Garden Share Coordinator  
Keene Community Garden*

It is said that the Adirondack region has too short a growing season to be meaningfully productive. In the summer of 2008, however, a handful of hopeful people in the Town of Keene, New York, launched what we chose to call a “Community Garden.” It produced very meaningful growth, both vegetable and human, in its few flourishing months. And that growth went quickly beyond our town’s boundaries, as reported in the weekly newspaper of our much larger neighbor to the west: “Following the lead of other communities such as Keene Valley [part of the Town of Keene] that developed a community garden this past summer, Lake Placid will soon have gardening space available for its residents. . .”

The Why, How, and Who of our Garden follow. Why? The original impulse was ignited partly by writers like Michael Pollan and partly by Keene’s 2008 bicentennial celebration. We knew we would be working soil where planting and harvesting had been done by many generations before us. How? The Town provided enthusiastic support as well as free use of a piece of town land (on a year-to-year apply-to-renew basis) and of a water supply source. The Keene Community Trust made a grant of \$178.00 so we could

construct a high deer fence. Each of the sixteen plot holders contributed \$10.00, as well as volunteer labor as needed, to the general provisioning and upkeep of the Garden which is pesticide-free and limited to full and part-time residents of the Town.

Here’s a sample of the Who from this year’s newly expanded gardeners’ plot list: #8. physical therapist and #35. library director; #12. grandparents now celebrating their 50<sup>th</sup> wedding anniversary and #19. a young family expecting their second child around harvest time; #s 3 and 6. the owner of a horse ranch and #s 13 and 16. a couple dividing their seasons between Keene and Buenos Aires. Enabling the fluid management of all garden issues is an email listserv. This allows frequent, instant communication with the group, around 25 people, on collective tasks, seed sharing, gardening hints, upcoming food events,

and other pertinent information.

Every town, like every garden, will present a unique mosaic of influences and obstacles. We benefited from the assistance of Tom Both and Rob Hastings, town residents as well as Adirondack Harvest members, Cornell University Cooperative Extension, Keene Central School, and others. We are beginning a “Garden Share” program with our Food Pantry, Meals on Wheels, and similar organizations.

Philip Terrie has written often and persuasively of the Adirondack Park as a site of intensely “contested terrain.” The small venture of our town, however, suggests that the Adirondack version of the “local food” and “community gardens” movement may have the potential to write new chapters in the history of the Park, chapters on “uncontentious community terrain” in the twenty-first century.



# Smart Marketing



## Should Customer Satisfaction Be Part of Specialty Crop Growers' Marketing Strategy?

*Miguel I. Gómez  
Assistant Professor, Department of Applied Economics and Management  
Cornell University*

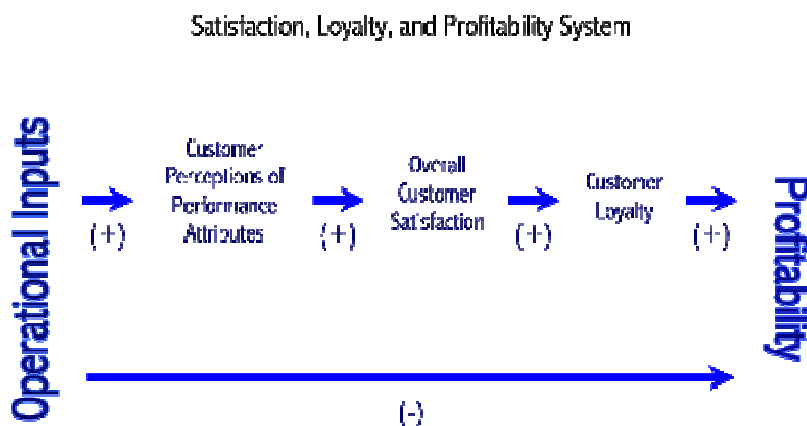
In recent years, consumer interest in local specialty crops (fruits, vegetables and ornamentals) has increased sharply. Consumers want to know how and where food is produced and are seeking a closer relationship with farmers. Although sales of locally grown food still account for only a small share of total domestic food sales, this is believed to be one of the fastest growing segments of U.S. agriculture. Growing demand for local food products is prompting change. The number of farmers' markets – one important component of local food sales – increased by nearly

150% nationwide between 1994 and 2006 and a growing number of supermarkets and restaurants feature a wide array of local food products.

The growing demand for locally produced goods provides unique opportunities for growers to engage in direct marketing initiatives and to develop closer relationships with retailers (e.g. supermarkets and restaurants). The incentive for growers is to capture a larger portion of the value created along the food supply chain. However, the local food movement also creates challenges to specialty crop growers. In particular, growers need to adopt the mindset of a food retailer. And when it comes to food retailing, customer satisfaction is essential to a successful marketing strategy and profitability.

Why should customer satisfaction be part of growers' marketing strategies? There is a strong correlation between

customer satisfaction and profits. Common sense tells us that customers that are completely happy with the products and services provided are less likely to defect. Indeed, companies that are able to reduce customer defections by just 5% have experienced a jump in profits of about 25%. In addition, marketing researchers have estimated that the cost of attracting a new customer is five times higher than the cost of retaining an existing customer. Furthermore, customer profitability tends to increase over time because loyal customers tend to be less sensitive to price increases. These links are illustrated in Figure 1. A positive customer experience leads to increased customer satisfaction, which in turn increases customer loyalty and profitability. However, efforts to create a positive experience for the customer come with a cost. This is why specialty crop growers must



Source: Kamakura et al. "Pursuing Profitable Customer Satisfaction and Retention"

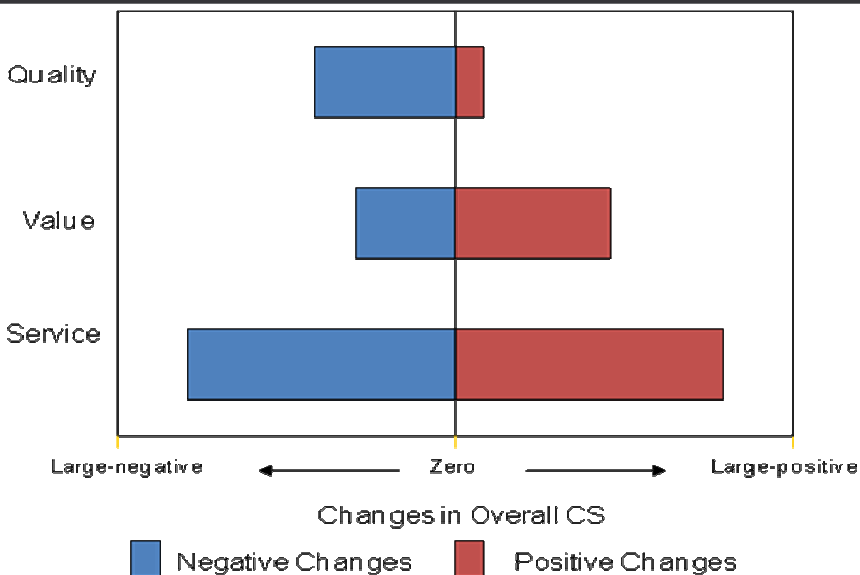
**Figure 1: The Customer Satisfaction – Profitability Links**

# Smart Marketing

identify effective ways to create value through customer satisfaction.

When a specialty crop business sells to wholesalers (i.e. business-to-business) quality and volume consistency as well as prices are the primary drivers of customer satisfaction. However, customer satisfaction in a retail setting is more complex because it involves all factors that affect customers' satisfaction with their shopping experience. In a series of recent studies, Gómez and collaborators examine the factors driving customer satisfaction in food retailing businesses, including supermarkets and restaurants. The findings of these studies may provide important lessons to specialty crop growers participating in local food distribution channels.

In food retailing, their results suggest that businesses must focus on *customer service*, *quality* and *value* to affect overall customer satisfaction and its ultimate impact on profits. Their results consider more subtle managerial implications for food retailers. Figure 2 indicates that changes in overall customer satisfaction are particularly sensitive to changes in *customer service*. Both negative and positive changes of customer perceptions regarding the service provided have a relative large impact on overall customer satisfaction and profits. On the other hand, customers may consider *quality* as a pre-



**Figure 2: Drivers of Customer Satisfaction in Food Retailing**

positive changes in quality have modest effects on satisfaction and profits, but negative changes in quality result in substantially lower levels of customer satisfaction. However, improvements in *value* have larger impact on overall satisfaction than do negative changes, suggesting that value may be a satisfaction and profitability-enhancing factor.

So should you care about customer satisfaction? If specialty crop growers want to have an appropriate marketing strategy to take advantage of opportunities in the local food system the answer is definitely 'yes'. In fact, Cornell is now conducting a promising study to integrate customer satisfaction into the marketing strategy of wine tasting rooms in the Finger Lakes Region. The ultimate goal of this study is to identify what attributes of the tasting room design and of the customer tasting room

experience lead to higher overall customer satisfaction and sales. You will learn about the results in future editions of *Smart Marketing*.

### Further References

Reichheld, F.F. 1990. "Zero Defections: Quality Comes to Service," *Harvard Business Review*, September.

Gómez, M.I., McLaughlin, E.W. and Wittink, D.R. 2004. "Customer Satisfaction and Retail Sales Performance: An Empirical Investigation," *Journal of Retailing*, 80(4): 265-278.

Gupta, S., E.W. McLaughlin and M.I. Gómez. 2007. "Guest Satisfaction and Restaurant Performance," *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 48, No. 3, 284-298.

# Smart Marketing

## Successful Local Marketing

by Brian M. Henehan  
Senior Extension Associate  
Department of Applied Economics and  
Management, Cornell University

Much has been written about “buying local” from a consumer’s viewpoint. Popular press and the media have highlighted the “rise of the locavore” or the “100 mile diet”. Less has been written about how producers might successfully market their farm products locally.

In reality, only a limited number of producers can take advantage of this marketing opportunity for the following reasons: farm location constraints, the need to market large volumes of farm output, seasonal production cycles, and limited human resources available to market farm

products locally. As in the world of retail – “location, location, location” is one important factor in marketing locally. If a farm is located in a very remote area (hundreds of miles from consumers) that producer is probably not in a position to take advantage of the buy local trend. If the number of consumers within the 100 mile (or local) zone is extremely small, a farm would be hard pressed to survive on local sales only. Many farms harvest crops only during a limited period of time, whereas consumers desire food year round. Many farms need to market relatively large volumes of products to remain economically sustainable. Even if a large percentage of the local population purchased their farm products, the total volume of purchases might not generate adequate sales to support the farm. Much of the “buy local”



purchases from farms require that a farm have the human resources to support local sales. Marketing through local farmers’ markets, roadside stands or community supported agriculture enterprises typically requires additional marketing staff. Some producers possess excellent growing or animal husbandry skills, but might not have time (or the desire) or staff to interact with local customers and buyers.

Clearly, on the other hand, the trend towards buying local offers some opportunities to producers that farm in the right location, overcome seasonal limits to farm production, have production to sell locally that fits well with the whole farm enterprise, and adequate human resources for marketing farm products to consumers or buyers. The question arises, how might these producers successfully market their farm products to local consumers and buyers?

First, producers should consider what type of marketing they are most comfortable with.





# Smart Marketing

What type of marketing fits well with the overall farm plan, and generates the greatest economic returns? Some farmers may not be interested in the increased interaction with local consumers or buyers that would be required, while others have the personality or interests that would point towards the required interaction. Seasonality is an issue for many crops, particularly in northern areas with a limited growing season. Product distribution to local markets beyond farm direct marketing would need to be considered if a farm needs to market larger volumes of product.

Some farms and markets lend themselves to increased local production, others may already be producing a high volume of locally produced foods without the consumer even knowing it. The majority of fluid milk that is produced year round is typically sold within a local area given that fresh milk does not travel well. Many canned or frozen fruits and vegetables produced in New York State are grown by local producers, processed in the state, and marketed 365 days a year overcoming the seasonal limitations of fresh products.

As producers market closer to home, a greater emphasis on their reputation and reliability arises because buyers get a closer look at who is producing their food. And so, individual producer reputation can become



a key reason for doing business with them. Reputation becomes more important for producers operating in small or local markets resulting in a “small world” of contacts and relationships. Word can travel fast about transactions that didn’t turn out well for customers. Reputations can be quickly enhanced or tarnished in markets with a small number of players. A positive reputation can be a key factor in successfully serving a local market.

It is important for producers to remember that the increased consumer interest in buying local does not create an “entitlement” for those farms situated in the local area, nor that they “own” a local market. They must effectively compete to earn the loyalty of the consumers or buyers that are their customers. At the end of the day, a successful local

marketing strategy must be based on a number of the basic elements of marketing: quality, service, reliability, and price.

When sweet corn season arrives in our area, our neighbor has built a successful local market for his corn by maintaining his reputation as having the best quality corn at a reasonable price. He offers an attractive stand staffed by service-oriented staff who enjoy what they do. His local sales don’t support the whole farm enterprise, but have become a growing source of revenue for his farm. Are his local sales profitable for him? I assume so but like many farmers, he isn’t willing to tell. And so, understanding how you might leverage the increased interest in buying local for your farm can indeed be “Smart Marketing”.

# Local Food Guides Available for Northern New York Counties

Local food guides for all six Northern New York counties are now available online at [www.nnyagdev.org](http://www.nnyagdev.org). The North Country's Cornell Cooperative Extension associations; GardenShare, based in St. Lawrence County; and Adirondack Harvest have assembled the guides. The farmer-driven Northern New York Agricultural Development Program invites people to discover farm stands, u-pick, farmers markets, community supported agriculture, organic growers and stores selling local foods across Clinton, Essex, Franklin, Jefferson, Lewis and St. Lawrence counties.

Bernadette Logozar, rural and agricultural development specialist, says, "These guides are your roadmap to fresh, nutritious flavors of all kinds of foods. We most often think of local foods as fresh fruits and vegetables, but we have Northern New York farmers producing cheeses, honey, maple products, meats, eggs and more."

## Lowville Farmers Market

**Buy Local!  
Buy Lewis County!**



## 2009 Guide to **FREE!** Local Farms & Food

In the Historic Champlain Valley Region of the Adirondacks



Manager Dolores DeSalvo with Cornell Cooperative Extension of Lewis County answers the question Why buy local? "Local foods are fresh. They do not spend days traveling to reach our marketplaces, and so they have less carbon footprint impact, and when you buy local foods from local farmers, you know where your food has been grown and packaged. Buying local foods supports area farms and keeps our dollars in our local economy," DeSalvo says.

Although the direct market segment of agriculture is still fairly small compared to the cash receipts from the total agricultural industry as a whole, spending food dollars locally can add up quickly. Research indicates that direct market farmers tend to spend the money they earn locally as well. Dollars spent on local food products circulate within the community eight to 15 times, drastically improving the value of your purchase. In 2008 there were \$1 million dollars of sales at the local farmers

markets across NNY, if those dollars spent circulated 8 times, that is an \$8 million contribution to the North Country economy this is a nice boost to the NNY economy from a segment of agriculture that makes up less than 1% of agricultural industry in this region, states Logozar.

## Local Food Guide for Jefferson County

**FREE!**



### 2009 Jefferson County Farmers' Market Schedule

Market	Location	Day	Time	Dates	Notes
Monday Neighborhood Farmers Market	207 North Hamilton Street, Watkinson	Monday	8:00 - 6:00 pm	July 6 - Oct 1	NYC, WNC, WSC
Mobile Farmers Market	Madison Town, Watkinson	Wednesday	12:30 - 11:30 am	July 22 - Oct 7	NYC, WNC, WSC
	North Co. Children's Clinic, Dixie Memorial St., Watkinson	Wednesday	12:30 - 2:00 pm	July 22 - Oct 7	NYC, WNC, WSC
	Carthage Apts., Watkinson	Thursday	11:00 - 10:00 pm	July 23 - Oct 8	NYC, WNC, WSC
	Lafayette Apts., Watkinson	Thursday	12:00 - 1:00 pm	July 23 - Oct 8	NYC, WNC, WSC
	Lafayette St. Apts., Watkinson	Thursday	1:45 - 2:45 pm	July 23 - Oct 8	NYC, WNC, WSC
Jefferson Silk Milk Market	Central NY State Fair and Old Home State Road, Watkinson	Friday	5:30 - 7:30 pm	July 3 - Sept 4	NYC, WNC, WSC
Saturday Farmers Market	Watkinson Fairgrounds	Saturday	8:00 - 2:00 pm	June 20 - Oct 31	NYC, WNC, WSC
Watkinson Farmers Market	Duke's State Office Bldg., Watkinson Street	Wednesday	6:00 am - 2:00 pm	May 27 - Oct 7	NYC, WNC, WSC
Carthage Farmers Market	Multiple Locations, Watkinson	Friday	7:00 am - 2:00 pm	May 29 - Oct 30	NYC, WNC, WSC
Family Farmers Market at Seneca Mills	Seneca Mills Agricultural Museum, Lewis County	Tuesday	8:00 - 8:00 pm	June 16 - Sept 22	NYC, WNC, WSC
Assembly Day Farmers Market	Kinney Drive, Hts 12, Auk Bay	Friday	8:00 am - 2:00 pm	May 15 - Sept 25	NYC, WNC, WSC
Cape Vincent Farmers Market	Village Green, Cape Vincent	Saturday	8:00 am - 2:00 pm	June 27 - Oct 10	NYC, WNC, WSC
Clayton Farmers Market	Frank Park, Clayton	Thursday	8:00 - 8:00 pm	June 25 - Sept 17	NYC, WNC, WSC
Valley Place Farmers Market	Valley Place NYSD Hwy 12, Delmarville	Friday	8:00 am - 4:00 pm	June 5 - Sept 6	NYC, WNC, WSC
		Sunday			



Find downloadable editions of the local foods guide at [www.nnyagdev.org](http://www.nnyagdev.org), or, for a paper copy, contact your these Cornell Cooperative Extension offices: Clinton County—Amy Ivy, 518-561-7450, Essex County—Anita Deming, 518-962-4810 x409, Franklin County—Bernadette Logozar: 518-483-7403, Jefferson County—Rosalind Cook, 315-788-8450, Lewis County—Dolores DeSalvo, 315-376-5270, St. Lawrence County: Katherine Lang—315-379-9192, Adirondack Harvest—Laurie Davis, 518-962-4810

# Upcoming Events, Classes, Workshops

## Local Farms/Local Markets 2009 Summit at Empire Farm Days

Tuesday, August 10

10:00am—2:00pm

Seneca Falls, NY

This year's topic is Distribution – Brian Henahan will talk about his research in the morning, followed by a panel of distribution experts discussing their areas of expertise. Pork BBQ lunch will be served about noon, followed by a presentation by Tom Strumolo of Greenmarket. Plenty of time for questions and answers, so please join us for a lively discussion. (Agenda tentative, speakers subject to change.) Price \$30. Download agenda and registration at [www.nyfarms.com](http://www.nyfarms.com)  
For further information contact Andrea at the NY Farms office 607-535-9790

## Organic Vegetable Research Farm Field Day: Diverse Fertility Management: Cover Crops and Other Nutrient Sources

Monday, August 24

4:00pm—7:00pm

Homer C. Thompson

Vegetable Research Facility  
Freeville, NY

This workshop will empower attendees to use and evaluate various cover crops for nutrient management. We have planted cover crops appropriate to warm-season use for demonstration and will discuss options for cool-season plantings. Led by researchers of the Organic Cropping Systems Project.

Contact: Melissa Madden,  
(607) 351-3313 or  
[mam233@cornell.edu](mailto:mam233@cornell.edu)

## The 2<sup>nd</sup> Annual Great Adirondack Rutabaga Festival

Sunday, September 6

10:00am—2:00pm

Keene Farmers Market  
Marcy Field, Keene Valley

Sponsored by Adirondack Harvest and the Adirondack Farmers Market Cooperative. Highlights of the day will include a 5K Rutabaga Run, the High Peaks Hula Hoop Championship, Childrens' Games, Chef demonstrations and samples of rutabaga dishes, and selection of the Rutabaga Queen and maybe King. There will also be prizes for the largest and unique rutabagas. Experts will offer advice on storing and preserving rutabagas and other root crops. Come and celebrate this unique crop that offers us so much.



## The 5<sup>th</sup> Annual Adirondack Harvest Festival Week

Saturday, Sept. 12 through  
Sunday, Sept. 20

Please contact your local chapters (see page 3) and follow the Adirondack Harvest website for all the events planned for this annual celebration of local food in the Adirondacks.

## The 2<sup>nd</sup> Annual Thurman Farm Festival

Sat. & Sun., October 10 & 11  
Warrensburgh Riverfront Harvest Dinner

Monday, October 12

The dinner will once again be hosted by The Grist Mill on the Schroon Limited featuring all local food and wine. For more information contact Teresa Whalen at 518-466-5497 or [taawhalen@yahoo.com](mailto:taawhalen@yahoo.com)

## Ag Economic Summit

Wednesday, October 21

Time TBD

Paul Smith's College  
Paul Smiths, NY

Adirondack Harvest, in concert with Paul Smith's College, the Farm Bureau, Cornell Cooperative Extension, The NY State Association for Public Television and others will present a conference at Paul Smith's College. The purpose of this event is to highlight the current and potential contribution that agriculture makes to the North Country economy. There will be several speakers sharing their success stories and others focusing on what needs to be done to increase the contribution of agriculture to our economy. We expect to have a speaker from a nearby state to share a success story that has been acclaimed nationally. We are inviting legislators, farmers, planners and others who can contribute to the development of a better environment for an agricultural economy.

Cornell Cooperative Extension of Essex County  
PO Box 388  
Westport NY 12993



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## ADIRONDACK HARVEST MEMBERSHIP FORM

If making a donation, please make checks payable to "Adirondack Harvest".  
Clip and mail to P.O. Box 388, Westport, NY 12993

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Please circle type of membership:

Farmers, Producers, and Processors      no charge (donations are appreciated)

Supporter: Restaurants and Stores      no charge (donations are appreciated)

Friends (circle level of membership)      \$25   \$100   \$500   \$1000   other\_\_\_\_\_

If you are a new member you will need to include the appropriate information sheet for your business so that we may add you to our data base and web site. Forms are available on the [adirondackharvest.com](http://adirondackharvest.com) website under Member Resources/ Become a Member, at the bottom of the page, or contact Laurie Davis at 962-4810 x404 or at [lsd22@cornell.edu](mailto:lsd22@cornell.edu).  
Donations to Adirondack Harvest are tax deductible.